



USDA National Retail Report - Chicken

Fri. Feb 25, 2022

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03.

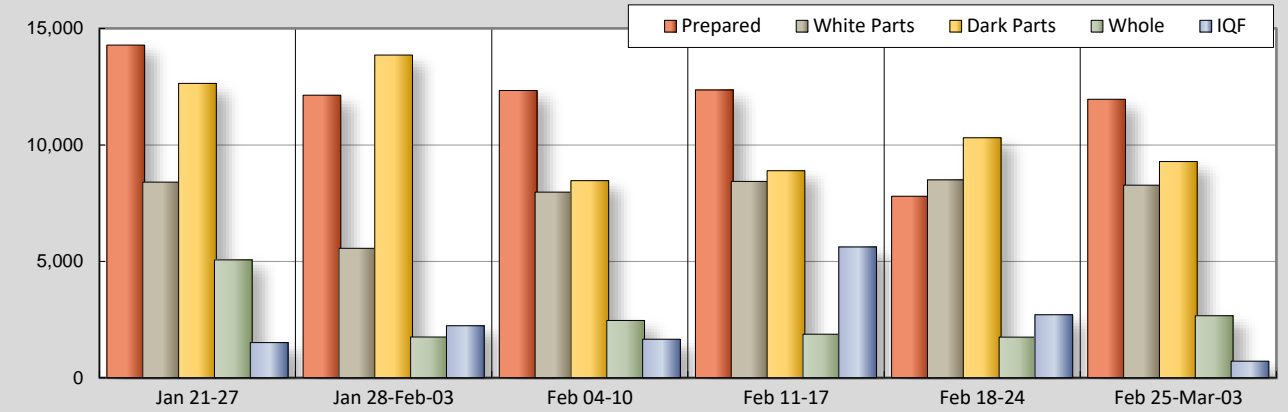
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	64.5% of 29,200 outlets		60.8% of 29,200 outlets		59.3% of 29,200 outlets	
Special Rate ^{4/}	6.3%		8.7%		11.4%	
Activity Index ^{2/}	32,892		31,064		41,385	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg
bagged fryer	2,006	1.28	1,187	1.38	2,579	1.08
cut-up fryer	43	1.69	117	1.97	139	1.16
bagged roaster	549	1.14	363	1.36	819	1.46
Cornish (frs/frz)	67	1.59	80	1.87	138	2.91
PARTS:						
Bnls/Sknls Breast						
regular pack	1,625	3.17	1,595	2.99	6,421	3.95
value pack	1,943	3.02	3,975	2.37	6,958	1.98
thin sliced	16	3.29	171	4.48	1,778	3.18
marinated	61	4.47	689	4.79	593	3.80
Breast Tenders						
regular pack	996	2.51	563	3.86	314	4.68
value pack	2,154	2.94	158	3.98	85	3.64
Split, bn-in Breast						
regular pack	737	1.12	605	1.93	153	1.71
value pack	430	1.65	500	1.64	729	1.17
Whole Wings	308	3.56	242	3.87	72	3.11
Leg Quarters						
tray pack	263	0.93	584	0.98	608	0.75
bagged	760	0.68	635	0.70	1,758	0.46
Legs			408	0.99	80	1.29
Thighs						
regular pack	918	1.03	677	1.02	229	1.30
value pack	2,007	1.20	2,718	1.08	2,655	1.02
Drumsticks						
regular pack	1,073	1.01	815	1.01	173	1.28
value pack	2,949	1.07	3,329	1.05	3,369	0.97
Bnls/Sknls Thighs						
regular pack	1,000	2.49	72	1.90	48	2.60
value pack	315	2.77	1,067	2.27	990	2.11
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing			11	0.79		
IQF						
B/S Breast	208	2.94	219	3.12	649	2.09
Tenders	206	3.08	1,114	2.62	226	2.61
Wings	251	3.45	1,206	3.18	62	1.99
Party Wings	49	3.24	169	3.72	62	2.24

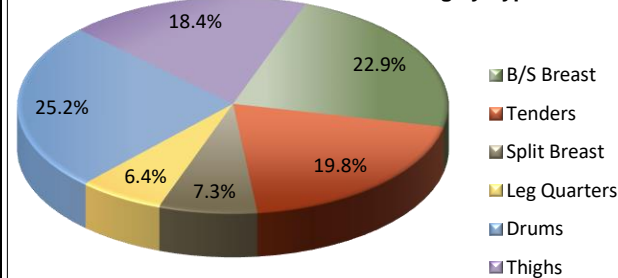
This Week's Chicken Feature Highlights

During this week's ad cycle, the chicken feature rate and activity index slightly increase, but shoppers will have to look a little harder to find deals. Bagged fryers and roasters boost the whole birds section; prices are trending lower. White parts lose some momentum, but lower prices for tenders and wings may keep buyers flocking. Dark meats also decrease promotional activity; prices are mostly steady with the exception of B/S thighs. The freezer aisle slows down this week, but items are still readily available. The deli is using its increased features to focus on rotisseries, fried/baked 8-piece, and tenders. Specialty items slightly increase its ad presence while organics continue to simmer down.

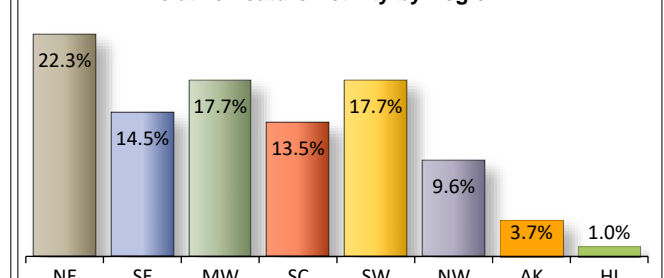
Chicken Promotional Activity by Category



Fresh Chicken Parts Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

^{1/} **Feature Rate:** the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. ^{2/} **Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). ^{3/} **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. ^{4/} **Special Rate:** the percentage of sampled stores with a no-price promotion (e.g. buy 1 get 1 free, etc.)



USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Feb 25, 2022

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate ^{1/}	73.7% of 5,500 sampled outlets				54.8% of 7,400 sampled outlets				67.7% of 6,100 sampled outlets			
Special Rate ^{4/}	3.8% of stores w/ no-price promotions				6.6% of stores w/ no-price promotions				0.7% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 5,943				Activity Index = 3,637				Activity Index = 3,171			
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/					
bagged fryer	0.99 - 2.49	194	1.86		0.88 - 1.64	1,014	1.01		0.88 - 1.99	289	1.56	
cut-up fryers									1.69	43	1.69	
bagged roaster	0.99 - 1.39	473	1.17		0.99	76	0.99					
Cornish (frs/frz)												
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack		2.77 - 3.49	379	2.94						3.99	15	3.99
value pack	2.29	2.49 - 3.99	1,198	3.05	2.99	2.99	57	2.99		1.99 - 4.99	429	2.84
thin sliced												
marinated												
Breast Tenders												
regular pack						2.49	459	2.49				
value pack		2.69 - 4.29	658	3.26		2.69 - 2.99	466	2.76		2.69 - 3.99	719	2.78
Split, bn-in Breast												
regular pack						1.99 - 2.78	33	2.23				
value pack	1.49 - 1.89	0.99	169	1.69		0.88 - 1.38	50	1.20		0.88 - 1.99	180	1.64
Whole Wings		4.29	62	4.29					3.99	2.99	66	3.14
Leg Quarters												
tray pack		0.99	62	0.99						0.69 - 1.29	66	0.83
bagged		0.49 - 0.79	210	0.65		0.45 - 0.59	36	0.46		0.69 - 1.19	208	0.93
Legs												
Thighs												
regular pack		1.00	13	1.00		1.18 - 1.50	87	1.46	0.99		173	0.99
value pack	1.59	0.99 - 1.49	949	1.19	0.99	0.88 - 1.29	201	1.00		0.88 - 1.79	194	1.33
Drumsticks												
regular pack		1.00	13	1.00		1.18 - 1.50	87	1.46	0.69 - 0.99		183	0.97
value pack	1.49	0.69 - 1.49	1,087	1.09	0.99 - 1.59	0.60 - 1.29	411	1.02		0.88 - 1.99	453	1.20
Bnls/Sknls Thighs												
regular pack						2.49	459	2.49				
value pack		2.49 - 2.99	215	2.73		2.99	37	2.99		2.69 - 2.99	63	2.78
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IGF	B/S Breast	2.33	64	2.33	3.64		77	3.64	3.20	2.80	51	2.89
	Tenders				4.09		77	4.09				
	Wings	3.60	197	3.41	5.00			5.00				
	Party Wings				3.24		10	3.24		3.24	39	3.24

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda.gov/market-news/livestock-poultry-grain;>

(404) 562-5850

Email: Atlanta.lpgmn@ams.usda.gov

2 of 7



USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Feb 25, 2022

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)				SOUTHWEST U.S. (AZ,CA,NV,UT)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate ^{1/}	58.8% of 4,900 sampled outlets				69.2% of 3,800 sampled outlets				79.5% of 1,300 sampled outlets			
Special Rate ^{4/}	8.4% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions				54.1% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 3,869				Activity Index = 3,345				Activity Index = 923			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	1.29 - 2.49		198	1.82	0.97		179	0.97	1.29 - 1.79		110	1.36
cut-up fryer												
bagged roaster												
Cornish (frs/frz)	1.59		67	1.59								
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack		3.49	510	3.49						2.99 - 3.99	721	3.04
value pack		2.48 - 2.99	119	2.63	3.89	2.99 - 4.29	124	3.74		2.99	16	2.99
thin sliced		3.29	16	3.29								
marinated		3.29 - 4.49	49	4.10						5.99	12	5.99
Breast Tenders												
regular pack	3.99	2.49	537	2.52								
value pack		2.69 - 3.99	278	2.94		2.69	33	2.69				
Split, bn-in Breast												
regular pack		1.49 - 1.69	34	1.62		0.99 - 1.79	659	1.01				
value pack		1.99	20	1.99						2.48	11	2.48
Whole Wings	3.29	3.49 - 3.99	150	3.69		2.29	30	2.29				
Leg Quarters												
tray pack	0.89	0.98 - 1.29	54	0.93	0.89	1.29	71	0.95		0.99	10	0.99
bagged	0.59	0.49 - 0.66	304	0.55								
Legs												
Thighs												
regular pack						0.99	645	0.99				
value pack	0.89	0.99 - 1.69	300	1.24	2.19	0.99 - 2.69	331	1.13		1.58 - 2.69	27	2.24
Drumsticks												
regular pack						0.79 - 0.99	790	0.97				
value pack	0.49 - 0.89	0.49 - 1.69	626	0.94	1.29 - 2.19	0.99 - 1.79	354	1.11		1.79	16	1.79
Bnls/Sknls Thighs												
regular pack		2.49	537	2.49								
value pack												
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
B/S Breast	2.20		16	2.20								
Tenders						2.47	129	2.47				
Wings	3.60		54	3.60								
Party Wings												

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda.gov/market-news/livestock-poultry-grain;>

(404) 562-5850

Email: Atlanta.lpgmn@ams.usda.gov

3 of 7



USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Feb 25, 2022

	ALASKA (AK)				HAWAII (HI)				
Feature Rate ^{1/}	43.0% of 100 sampled outlets				24.8% of 100 sampled outlets				
Special Rate ^{4/}	0.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions				
Activity Index ^{2/}	Activity Index = 43				Activity Index = 3				
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	
bagged fryer	1.29 - 2.49		22	1.89					
cut-up fryer									
bagged roaster									
Cornish (frs/frz)									
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	
Bnls/Sknls Breast									
regular pack									
value pack									
thin sliced									
marinated									
Breast Tenders									
regular pack									
value pack									
Split, bn-in Breast									
regular pack	2.79		11	2.79					
value pack									
Whole Wings									
Leg Quarters									
tray pack									
bagged		1.79	2	1.79					
Legs									
Thighs									
regular pack		1.79	2	1.79		1.99	3	1.99	
value pack									
Drumsticks									
regular pack		1.79	2	1.79					
value pack									
Bnls/Sknls Thighs									
regular pack		3.48	4	3.48					
value pack									
9-pc Combos									
drum-thigh-breast									
drum-thigh-wing									
IQF									
B/S Breast									
Tenders									
Wings									
Party Wings									



(prices in dollars per unit or per pound unless otherwise noted)

Source: USDA Livestock, Poultry, & Grain Market News;
<http://www.ams.usda.gov/market-news/livestock-poultry-grain>;

(404) 562-5850
Email: Atlanta.lpgmn@ams.usda.gov

5 of 7

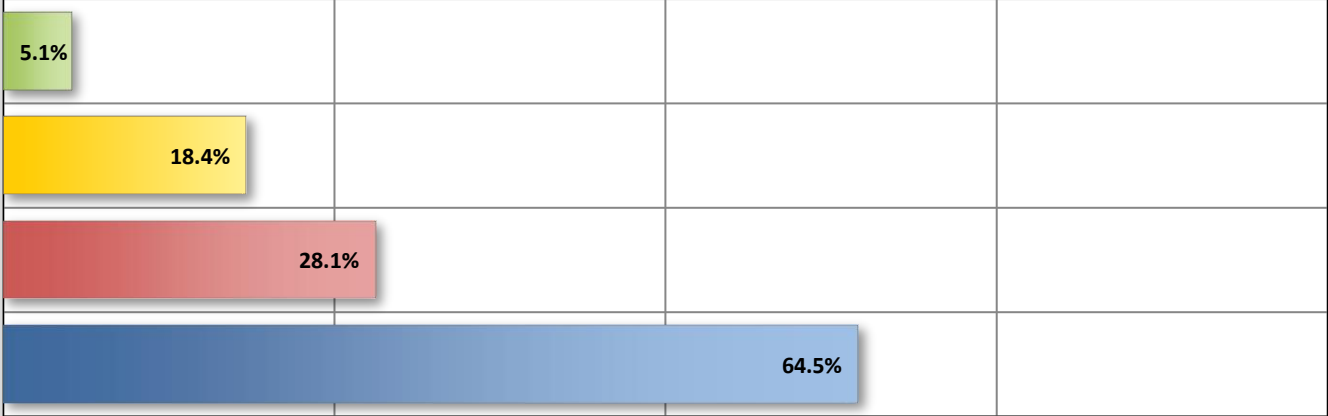


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Feb 25, 2022

	NATIONAL SUMMARY						<div>Feature Rate Comparison % of Stores w/ Ads by Category</div> <div><div>Regular</div><div>Prepared</div><div>Specialty</div><div>Organic</div></div> 													
	SPECIALTY CHICKEN																			
	THIS WEEK		LAST WEEK		LAST YEAR															
Feature Rate ^{1/}	18.4% of 29,200 outlets		15.3% of 29,200 outlets		25.1% of 29,200 outlets															
Activity Index ^{2/}	12,964		10,651		12,810															
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg														
Whole Fryer	1,204	1.83	1,503	1.78	1,185	1.75														
Bnls/Sknls Breast	3,833	4.83	2,349	4.18	5,499	4.63														
Breast Tenders	1,619	4.76	1,406	4.73	608	4.66														
Split, bn-in Breast	352	2.99	387	2.97	1,133	2.11														
Whole Wings					381	3.67														
Leg Quarters	165	0.79	310	1.03	278	2.24														
Legs	183	0.99	233	1.14	40	2.99														
Thighs	2,072	1.83	1,734	2.02	1,723	1.93														
Drumsticks	2,610	1.73	1,964	1.70	1,298	1.86														
B/S Thighs	926	4.19	765	3.34	665	3.05														
SPECIALTY	NORTHEAST U.S.				SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.			
Feature Rate ^{1/}	29.1% of 5,500 sampled outlets				11.1% of 7,400 sampled outlets			28.5% of 6,100 sampled outlets			6.9% of 4,900 sampled outlets			17.9% of 3,800 sampled outlets			11.3% of 1,300 sampled outlets			
Activity Index ^{2/}	Activity Index = 4,707				Activity Index = 2,160			Activity Index = 3,033			Activity Index = 725			Activity Index = 2,161			Activity Index = 128			
	price range		stores	wtd avg	price range		stores	wtd avg	price range		stores	wtd avg	price range		stores	wtd avg	price range		stores	wtd avg
Whole Fryer	1.49 - 2.99		425	2.12	0.98 - 2.19		239	1.69	1.49 - 2.19		331	1.72	1.28 - 2.19		151	1.51	1.49 - 2.49		47	1.75
Bnls/Sknls Breast	3.99 - 6.32		1,109	4.80	4.49 - 6.99		327	5.07	1.59 - 8.99		1,383	4.58	3.28 - 6.99		155	4.21	4.99 - 6.99		764	5.30
Breast Tenders	4.99 - 5.79		497	5.33	2.98 - 5.99		249	3.20	4.98 - 5.99		555	5.55	3.49 - 4.98		176	3.94	3.49		142	3.49
Split, bn-in Breast	2.99		127	2.99	2.49 - 5.99		157	3.07	1.99 - 5.99		20	2.99	5.99		7	5.99				
Whole Wings																				
Leg Quarters									0.59 - 1.19		109	0.90	0.59		56	0.59				
Legs	0.99		183	0.99																
Thighs	1.59 - 1.99		742	1.85	0.98 - 1.59		521	1.12	1.39 - 1.99		199	1.68	1.49 - 1.99		59	1.73	1.99 - 3.99		551	2.53
Drumsticks	1.29 - 2.39		1,015	1.89	0.98 - 1.49		556	1.10	0.98 - 1.99		400	1.33	0.98 - 1.99		97	1.43	1.99 - 2.49		526	2.46
B/S Thighs	3.69 - 3.99		609	3.96	3.98 - 3.99		111	3.98	7.99		36	7.99	2.99		24	2.99	3.98 - 7.99		131	4.35
SPECIALTY	ALASKA				HAWAII															
Feature Rate ^{1/}	0.0% of 100 sampled outlets				0.0% of 100 sampled outlets															
Activity Index ^{2/}	Activity Index = 30				Activity Index = 20															
	price range		stores	wtd avg	price range		stores	wtd avg												
Whole Fryer																				
Bnls/Sknls Breast	3.99 - 4.99		30	4.49	5.99		20	5.99												
Breast Tenders																				
Split, bn-in Breast																				
Whole Wings																				
Leg Quarters																				
Legs																				
Thighs																				
Drumsticks																				
B/S Thighs																				

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.



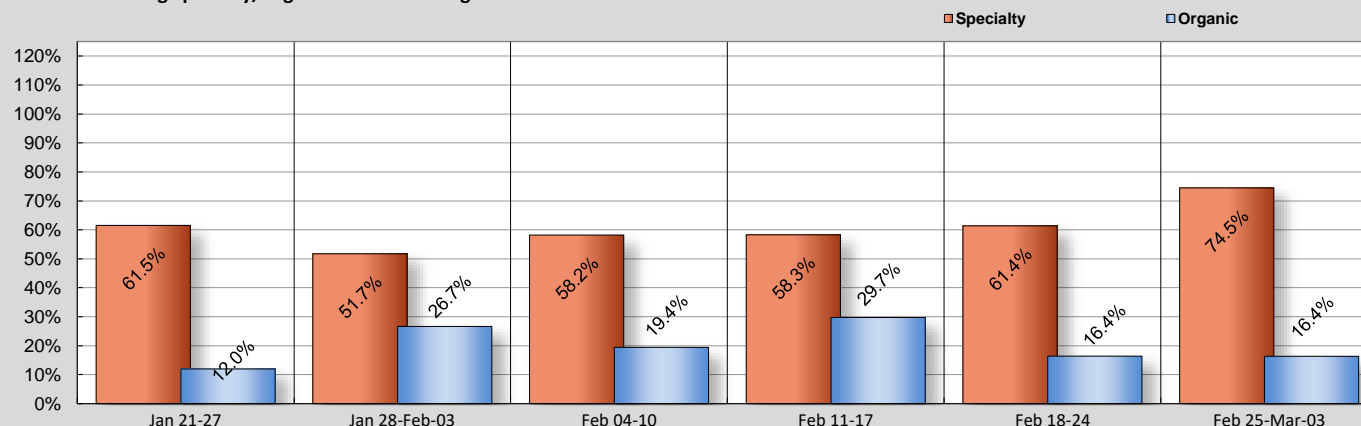
USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	NATIONAL SUMMARY					
	USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	5.1% of 29,200 outlets		6.4% of 29,200 outlets		8.7% of 29,200 outlets	
Activity Index ^{2/}	2,302		2,775		2,964	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,077	3.01	1,024	2.95	381	2.99
Bnls/Sknls Breast	751	8.34	1,196	6.86	1,500	7.61
Breast Tenders	24	2.99			636	7.62
Split, bn-in Breast					93	5.49
Whole Wings						
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	81	2.99	24	5.99		
Drumsticks	369	2.60	377	2.56	200	1.88
B/S Thighs			154	6.28	154	5.64

% of Stores Featuring Specialty/Organic Chicken vs. Regular Product⁵



⁵: % = total store count for Specialty items/by total store count for the same set of regular items.

ORGANIC	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.				SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
	7.6% of 5,500 sampled outlets				4.1% of 7,400 sampled outlets				6.2% of 6,100 sampled outlets				2.9% of 4,900 sampled outlets				6.2% of 3,800 sampled outlets				1.2% of 1,300 sampled outlets			
	Activity Index = 995				Activity Index = 306				Activity Index = 457				Activity Index = 169				Activity Index = 338				Activity Index = 16			
Whole Fryer	2.99	419	2.99		2.99	306	2.99		2.99 - 3.99	100	3.10		2.99 - 3.49	101	3.14		2.99	135	2.99		2.99	16	2.99	
Bnls/Sknls Breast	6.99	288	6.99						9.99	201	9.99		9.99	38	9.99		7.99 - 8.99	203	8.33					
Breast Tenders													2.99	24	2.99									
Split, bn-in Breast																								
Whole Wings																								
Legs																								
Thighs									2.99	78	2.99		2.99	3	2.99									
Drumsticks	2.49	288	2.49						2.99	78	2.99		2.99	3	2.99									
B/S Thighs																								
ORGANIC	ALASKA				HAWAII																			
	0.0% of 100 sampled outlets				2.9% of 100 sampled outlets																			
	Activity Index = 21				Activity Index = 3																			
Whole Fryer					2.99	3	2.99																	
Bnls/Sknls Breast	7.99	21	7.99																					
Breast Tenders																								
Split, bn-in Breast																								
Whole Wings																								
Legs																								
Thighs																								
Drumsticks																								
B/S Thighs																								

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda.gov/market-news/livestock-poultry-grain;>

(404) 562-5850

Email: Atlanta.lpgmn@ams.usda.gov

7 of 7